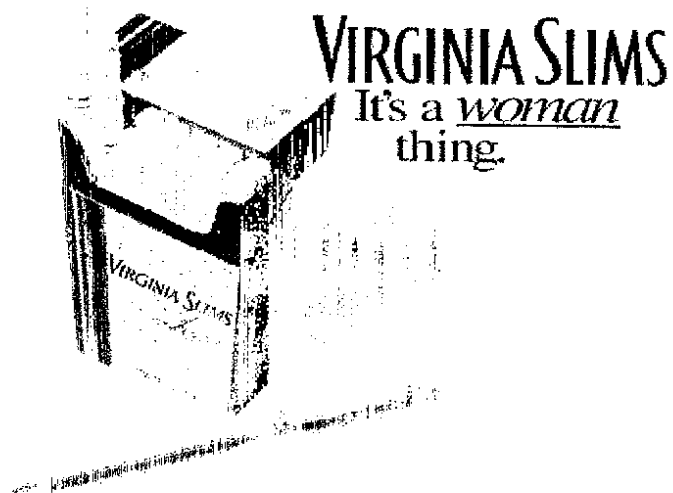


Virginia Slims 1999 Media Plan Recommendation



**REVISED
CONFIDENTIAL**

**November 5, 1998
Option III - C**

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STARCOM MEDIA SERVICES

Purpose

To present 1999 Virginia Slims media plan recommendation

Agenda

- Historical Analysis
- Competitive Analysis
- Other Issues
- 1998 Media Plan Review
- 1999 Marketing Objectives/Strategies
- 1999 Media Objectives/Strategies
- 1999 Budget
- 1999 Media Plan Development
 - Print
 - 1999 Strategic Initiatives
 - OOH
- 1999 Media Plan Recommendation
- Next Steps
- Appendix

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STARCOM MEDIA SERVICES
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Virginia Slims Historical Analysis

Historical Analysis

Overall media spending focused in print

- 1994 marked shift in spending strategy
 - Print represents 66% of spending in 1998
 - OOH spending continues to decline; currently at 32% of total
- Budget increase in 1996 driven by launch of “It’s a Woman Thing” campaign

Virginia Slims Historical Media Spending 1993 - 1998									
Year	Print*		FSI's		OOH**		Total		Index vs. YA
	\$MM	%	\$MM	%	\$MM	%	\$MM	%	
1993	\$13.0	43%	\$4.5	15%	\$12.5	42%	\$30.0	100%	-
1994	\$16.1	62%	\$2.0	8%	\$7.9	30%	\$26.0	100%	87
1995	\$15.6	59%	\$2.0	8%	\$8.8	33%	\$26.4	100%	102
1996	\$17.5	57%	\$1.8	6%	\$11.2	37%	\$30.5	100%	116
1997	\$17.4	60%	\$1.8	6%	\$9.8	34%	\$29.0	100%	95
1998	\$18.0	66%	\$0.9	2%	\$8.6	32%	\$27.5	100%	95

* Includes national magazines as well as alternative ROP's and newspapers for “Legends” tennis and “Woman Thing Music”

** Includes “Legends” tennis OOH spending

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Historical Analysis

Plan delivers strong reach due to concentration in print

- Significant increase in reach of 1994 plan
 - Fueled by shift of dollars to print
 - Focused efforts in 10 months vs. 12
- Introduced promotional delivery goals in 1996
 - Function of new campaign and continuity programs
- 1998 plan focused on providing continuity

FS21-44				
	# Months	Monthly		Difference vs. YA
		Reach	Frequency	
1993	12	58%	2.3	-
1994	10	71%	2.8	+13%/+0.5
1995	11	75%	3.3	+4%/+0.5
1996	12			
Promotional	6	74%	3.6	-
Sustaining	6	66%	2.9	-9%/-0.4
1997	12			
Promotional	4	77%	3.5	+3%/-0.1
Sustaining	8	66%	3.0	-/+0.1
1998	12			
Promotional	0	75%	3.5	-2%/-
Sustaining	12	68%	3.1	+2%/+0.1

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Historical Analysis

Market selection for OOH efforts historically driven by the following:

- SDI
- Misty Defense
- Large Metropolitan Markets

Historical OOH for Virginia Slims						
Year	# of Markets	# of Months	% VS Volume	% U.S.	OOH Budget Total (\$MM)	Budget Index vs. YA
1994	28	4	53%	49%	\$ 7.9	82
1995	21	5	38%	36%	\$ 8.8	111
1996	22	7	43%	40%	\$11.2	127
1997	21	6/7	50%	35%	\$ 9.5	85
1998	20	6-7/5	49%	31%	\$ 8.5*	89

*As of August 1998 budget report

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Virginia Slims Competitive Analysis

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Competitive Analysis

Virginia Slims top spender in 1999 competitive set

- Based on "reported" spending
- Spending concentrated in Print
- Print focus consistent across competitors

1997 Reported Media Spending							
Brand	Print		OOH		Total		Index to VS Reported
	\$MM	%	\$MM	%	\$MM	%	
Virginia Slims							
<i>Actual</i>	\$18.9	68%	\$8.6	32%	\$27.5	100%	-
<i>Reported</i>	\$29.5	77%	\$8.6	23%	\$38.1	100%	-
Misty	\$13.2	57%	\$10.0	43%	\$23.2	100%	61
Doral	\$26.7	76%	\$8.4	24%	\$35.1	100%	92
Newport	\$18.7	75%	\$6.4	25%	\$25.1	100%	66
Salem	\$2.6	93%	\$0.2	7%	\$2.8	100%	7

Source: LTS Advertising Services/Starcom - OOH

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Competitive Analysis

Reported spending for Doral shows a +60% increase for Q1 – Q2 '98 vs. Q1 – Q2 '97

- Virginia Slims and Newport Q1 – Q2 spending up slightly vs '97 at +5% and +17% respectively

Q1 – Q2 1998 vs. Q1 – Q2 1997 Reported Media Spending (\$MM)													
	1997						1998						
	Print		OOH		Total		Print		OOH		Total		Index vs. Q1 1997
	\$MM	%	\$MM	%	\$MM	%	\$MM	%	\$MM	%	\$MM	%	
Virginia Slims	\$6.1	72%	\$2.4	28%	\$8.5	100%	\$7.3	82%	\$1.6	18%	\$8.9	100%	105
Doral	\$2.7	56%	\$2.1	44%	\$4.8	100%	\$5.7	74%	\$2.0	26%	\$7.7	100%	160
Misty	\$3.9	55%	\$3.2	45%	\$7.1	100%	-	-	-	-	-	-	-
Newport	\$1.8	30%	\$4.2	70%	\$6.0	100%	\$2.0		\$5.0		\$7.0	100%	117
Salem	-	-	-	-	\$0.1	100%	\$3.3		\$0.6		\$3.9	100%	NA

Source: LTS Advertising Services/Starcom - OOH

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Competitive Analysis

Competitive regional OOH spending mirrors geographic strengths for 3 out of 4 brands

- Doral – Region 2 at 44%
- Salem – Region 1 at 79%
- Newport – Region 1 at 40%
- Misty – Region 5 at 43%
- Slims spending more evenly distributed across regions

1997 Reported OOH Media Spending \$MM										
Region	Slims		Misty		Doral		Salem		Newport	
	\$MM	%	\$MM	%	\$MM	%	\$M M	%	\$MM	%
1	\$2.15	26%	\$.28	3%	\$.01	<1%	\$.15	79%	\$ 7.50	40%
2	\$1.65	20%	\$ 2.16	21%	\$3.70	44%	\$.00	---	\$ 4.77	26%
3	\$1.58	19%	\$ 2.53	25%	\$2.77	33%	\$.00	---	\$.81	4%
4	\$1.13	14%	\$.77	8%	\$.72	9%	\$.04	21%	\$ 4.06	22%
5	\$1.73	21%	\$ 4.31	43%	\$1.20	14%	\$.00	---	\$ 1.53	8%
Total	\$8.24	100%	\$10.05	100%	\$8.40	100%	\$.19	100%	\$18.67	100%

Source: Starcom - OOH

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**1998 Media
Plan Review**

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1998 Virginia Slims Media Plan Review

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1998 Virginia Slims Media Plan

1998 Media Objectives/Strategies		
	Objective	Strategy
Audience	<ul style="list-style-type: none">• Grow Virginia Slims share	<ul style="list-style-type: none">• Maintain core franchise FS25-44• Invest in FS25-29• Invest against Hispanic female smoker segment
Communication Intent	<ul style="list-style-type: none">• Increase overall brand share	<ul style="list-style-type: none">• Increase reach against audience
Media Mix	<ul style="list-style-type: none">• Obtain strong national base of advertising	<ul style="list-style-type: none">• Combination of Print/OOH
Scheduling	<ul style="list-style-type: none">• Continuity a priority due to short purchase cycle• Maintain continuous support where affordable	<ul style="list-style-type: none">• Continuous national print effort of 12 months• OOH scheduled to combat Misty's "strong" months
Geography	<ul style="list-style-type: none">• Maintain strong presence in highly developed Slims markets• Decrease share loss in Misty defense markets	<ul style="list-style-type: none">• Continue to invest strong OOH showings in developed markets• Created "Misty Defense" tiers to combat share erosion• National print presence

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1998 Virginia Slims Media Plan

Print

Magazine list (57 total) divided into two tiers based on how each title scored against criteria important to the brand

- FS25-29 CPM and Index
- FS30-44 CPM and Index
- FS25-44 CPM and Index
- Beauty/Fashion edit
- Entertainment edit
- Alternative/Niche environment

Titles recently added to the 1998 print plan include Bride's, Jane and Mode

- Beauty/Fashion titles
- Skew toward FS25-29 age group

Cover positions represented 45% of all pages in 1998

- 15 second covers
- 79 back covers
- 51 third covers
- Run of book pages were scheduled using key adjacencies (Horoscope, Glamour list, etc.)

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1998 Virginia Slims Media Plan

Print

Strategically utilized 1998 merchandising to aid in name generation

- Consisted of running 1/3 column "bonus" space opposite Virginia Slims ad
- Obtained "bonus" space in 13 titles
- Estimated total "bonus" space value of \$204M

Current print plan meets desired communication goals

- Twelve month schedule does not include any promotional months

1998 Print Communications Goals FS25-44			
	Goal	Actual	Index vs. Goal
Monthly			
Reach	68%	68%	100
Frequency	3.1	3.2	104
Impressions			
% FS25-29	27%	28%	104
% FS30-44	73%	72%	99

Total Magazine Spending	\$16.9MM
% of Budget	61%

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1998 Virginia Slims Media Plan

Regional Print

Utilized regional Sunday supplements, FSIs and TV Guide to provide presence in key geographies

Total Spending	\$0.41MM
% of Budget	1%

FSIs

Two national FSIs in 1998

Month	Drop Date	Promotion
January	1/18	Hawaiian Sweepstakes
June	6/28	V-Wear

Total FSI Spending	\$0.9MM
% of Budget	4%

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1998 Virginia Slims Media Plan

Out-of-Home

Combined, OOH effort reached 49% of Virginia Slims volume and 31% of U.S. population

- Divided tiers to address Slims share loss of >0.1% vs. YA
- Aggressive showing levels in “Misty Defense” markets

1998 OOH Communication Levels							
Tier	SDI	% Volume	# of Markets	# of Months	Bulletins	30-sheets	Total
1A	120+	28%	10	7-6	#25 (lead only)	#25 (lead) #50 (sub)	#50
1B “Misty”	120+	8%	5	6	#25 (lead only)	#50	#75/#50
2A	95-119	11%	4	5	#25 (lead only)	#25 (lead) #50 (sub)	#50
2B “Misty”	95-119	2%	1	5	#25 (lead only)	#50 (lead)	#75

Total OOH Spending	\$8.6MM
% of Budget	32%

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1998 Virginia Slims Media Plan

Virginia Slims Legends

Scheduled local print to increase awareness of event sponsorship and generate ticket sales

- Tour planned for four markets
 - Pittsburgh
 - Baltimore
 - Nashville
 - Houston

1998 Legends Media Scheduling	
Local Print Vehicle	Scheduling
Alternative ROP	<ul style="list-style-type: none">• Total of two insertions in Alternative ROP<ul style="list-style-type: none">– Run one week prior to and week of event– Supplement local promoter's ROP
Newspaper	<ul style="list-style-type: none">• One insertion in newspaper<ul style="list-style-type: none">– Run week of event– Mass reach vehicle
Citybooks	<ul style="list-style-type: none">• One insertion in citybooks<ul style="list-style-type: none">– On-sale 4-6 weeks prior to event– Cover position or "Calendar of Events" adjacency

Total Legends Spending	\$0.13MM
% of Budget	<1%

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1998 Virginia Slims Media Plan

Dueling Divas

Second year of Virginia Slims music program

- Combination of live events and bar nights over five-week period
 - Total of 13 markets in Spring and Fall
- Scheduled local print to generate awareness

1998 Dueling Divas Media Scheduling	
Local Print Vehicle	Scheduling
Alternative ROP (Weekly)	<ul style="list-style-type: none">• Total of six insertions<ul style="list-style-type: none">– Run prior to each event plus congratulatory ad
Alternative ROP (Monthly)	<ul style="list-style-type: none">• Total of one insertion<ul style="list-style-type: none">– Run prior to start of program
Newspaper	<ul style="list-style-type: none">• Total of two insertions<ul style="list-style-type: none">– One prior to program start, other prior to showcase event

Total Dueling Divas Spending (includes Diva Nights reserve)	\$0.8MM
% of Budget	3%

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1998 Virginia Slims Media Plan

Budget Recap

1998 Virginia Slims Media Budget*		
	\$MM	% of Spending
<u>PRINT</u>		
Magazines		
Mainline	\$13.35	49%
Alternative/Niche	\$ 0.61	2%
FL/MS	\$ 0.39	1%
African-American	\$ 1.90	7%
Hispanic	\$ 0.64	2%
Total Magazine	\$16.89	61%
FL/MS FSIs	\$ 0.02	<1%
FSIs	\$ 0.89	4%
Music (includes Diva Nights)	\$ 0.82	3%
Legends	\$ 0.13	<1%
Total Print	\$18.75	68%
<u>OOH</u>		
Tier 1A	\$ 5.54	20%
Tier 1B	\$ 0.79	3%
Tier 2A	\$ 1.92	7%
Tier 2B	\$ 0.16	1%
Direct/Maintenance	\$ 0.14	1%
Total Outdoor	\$ 8.55	32%
Grand Total	\$27.30	100%

*As of August 1998 budget report

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**1999 Marketing
Objectives/Strategies**

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1999 Marketing Objectives/Strategies

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1999 Marketing Objectives/Strategies

Objective

Overall business objective is to maintain/grow Virginia Slims share

Strategies

Developed three strategies which address objective of growing share:

- Maintain and defend core franchise FS25-44
- Convert occasional Virginia Slims smokers
- Continue to invest against ethnic adult female smokers and YAFS segments

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**1999 Media
Objectives/Strategies**

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1999 Media Media Objectives/Strategies

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1999 Virginia Slims Media Plan

1998 vs. 1999 Media Objectives Comparison		
	1998	1999
Audience	<ul style="list-style-type: none"> • Overall: FS25-44 • Ethnic audiences <ul style="list-style-type: none"> – Increased emphasis on Hispanic 	<ul style="list-style-type: none"> • Same
Communication Intent	<ul style="list-style-type: none"> • Grow Virginia Slims share 	<ul style="list-style-type: none"> • Maintain/Grow Virginia Slims share
Media Mix	<ul style="list-style-type: none"> • Obtain strong national base of advertising 	<ul style="list-style-type: none"> • Same
Scheduling	<ul style="list-style-type: none"> • Continuity a priority due to short purchase cycle • Consider 12 month presence in OOH markets 	<ul style="list-style-type: none"> • Same
Geography	<ul style="list-style-type: none"> • Tier 1A - SDI 120+ • Tier 1B - Misty Defense and SDI 120+ • Tier 2A - SDI 95-119 • Tier 2B - Misty Defense and SDI 95-119 	<ul style="list-style-type: none"> • Tier 1: Metro/SDI 115+ • Tier 2: Non-metro/SDI 120+ • Tier 3: SDI>120/Cost-efficiency concerns • Tier 4: Opportunity Markets

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1999 Budget

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1999 Budget

1999 Budget

Virginia Slims 1999 budget set at \$25.6MM

- Down -6% 1998 budget level of \$27.3 MM

Expect inflation across all elements of media plan

- Print: Estimate +3% vs. 1998 rates
- OOH: Estimate +10% vs. 1998 rates

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**1999 Media Plan
Development**

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1999 Media Plan Development

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1999 Media Plan Development

Considered the following media vehicles to achieve plan

- National magazines
 - Mainline titles
 - Alternative/Niche titles
- FSI's
- Geo-demo focused Inserts
- Impact Units
- Sunday Supplements/Sunday Magazines
- Out-of-Home

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Print Plan Development

1999 Media Plan Development - Print

Print Plan Assumptions:

- Maintain core smoker franchise of FS25-44
- Address new initiatives such as Sweepstakes, Impact units, etc.
- Time Inc. Resource credits reinvested as space
 - 4.13% of planned Time Inc. expenditures
 - \$113.7M in 1998
- Identify positioning within core female titles that enhances our leadership position and competitive advantage

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1999 Media Plan Development - Print

National Magazine Selection Criteria

Evaluated magazines which deliver well against Adult Female Smokers 25-44, smokers of competitive brands and Virginia Slims Smokers using the following criteria:

-Used average across all titles to identify cut-off point

1. Efficiency

- FS25-44 CPM (<\$102)

2. Audience Selectivity

- FS25-44 (>158 index vs. general female population)
- Competitors (>147 index)
 - Index of Female Smokers of : Capri, Doral, Misty, Newport, and Salem
 - Combined brands due to unstable data (low respondent count) for single brands
- Virginia Slims/Competitors (>157 Index)
 - Index of Female Smokers of Virginia Slims and competitive brands

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1999 Media Plan Development - Print

In addition to efficiency and selectivity, looked at brand relevance and creative synergy

- Compared magazines editorial themes vs. those of interest to Virginia Slims Smokers
(Source: 1997 MRI Doublebase)

- Women's Fashion
- Music
- Bridal

- Home Service
- News Weekly
- Women's

- General Editorial
- Travel
- Epicurean

- Judged titles appropriateness to showcase Virginia Slims Advertising
 - Based on editorial and demographics
- Also looked at titles with beauty/fashion edit to capitalize on the potential synergy with Virginia Slims creative

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1999 Media Plan Development – Print

Began by analyzing over 90 titles:

A.F. BUDGET TRAVEL ALLURE AMERICAN HOMESTYLE BEAUTY HANDBOOK BETTER HOMES & GARDENS BON APPETIT BRIDAL GUIDE BRIDE'S CONDE NAST TRAVELER COSMOPOLITAN COUNTRY GARDENS COUNTRY HOME ELLE ELLE DÉCOR ENTERTAINMENT WEEKLY FAMILY CIRCLE	FIRST FOR WOMEN FOOD & WINE GEORGE GLAMOUR GOURMET HARPER'S BAZAAR HOME HOUSE & GARDEN HOUSE BEAUTIFUL IN STYLE INTERVIEW JANE LADIES HOME JOURNAL LIFE MADEMOISELLE MARIE CLAIRE	McCALL'S METROPOLITAN HOME MIRABELLA MODE MODERN BRIDE MONEY MORE MOVIELINE NATIONAL ENQUIRER NEW YORK NEWSWEEK PARADE PEOPLE PREMIERE REDBOOK	ROLLING STONE SELF SOAP OPERA DIGEST SOAP OPERA MAGAZINE SOAP OPERA NEWS SOAP OPERA UPDATE SOAP OPERA WEEKLY SOUTHERN LIVING SPIN STAR SWING TIME TODAY'S HOMEOWNER TRADITIONAL HOME TRAVEL & LEISURE
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1999 Media Plan Development – Print

Recommend 11 Tier I titles

- Planned 7+ pages in each title that met 6 of the evaluation criteria
 - With exceptions of bi-monthlies and quarterlies
 - Increase number of pages in 1999 where affordable
 - Three exceptions: Redbook, In Style, and Ladies Home Journal
 - Qualitatively reach the core smoker
- Frequency of insertions determined by criteria met

Tier 1 Titles				
Allure Beauty Handbook Cosmopolitan*	Elle First for Women Glamour*	Harper's Bazaar Jane* Redbook*	Mademoiselle Mode In Style*	Self Vogue Ladies Home Journal*

*Virginia Slims PLI titles

1998 Media Plan Development - Print

Recommend 37 Tier 2 titles

- Planned 4-9 pages in each title that met two or more of the evaluation criteria
- Reaches the broadest segment of the franchise

Tier 2 Titles			
A. F. Budget Travel Allure Bridal Guide Better Homes & Gardens Bride's Country Home Entertainment Weekly Family Circle Home Life	Marie Claire McCall's Modern Bride More Movieline National Enquirer New York People	Rolling Stone Soap Opera Digest Soap Opera Magazine Soap Opera News Soap Opera Weekly Star Time True Story TV Guide	US Vanity Fair Woman's Day Woman's World Working Mother Working Woman

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1999 Media Plan Development - Print

Made the following changes vs. 1998 Print list:

-Included two new titles in 1999

- More
 - Used one time in Q4 1998
- Budget Travel
 - Addresses increasing Female 25-44 Smoker interest in travel

-Deleted Premiere

- Dual Publication
 - 52% of readers are male
- High CPM
 - FS25-44 CPM of \$223 vs. average CPM of \$102 for all magazines considered
 - FS25-44 CPM of \$223 is higher than any other entertainment title: E.W. \$70, Movieline \$95, Rolling Stone \$103, and US \$43
- Low Indices
 - FS25-44 Index of 99 vs. 158 average
 - Competitive Index of 90 vs. 147 average
- Audience will be addressed through other entertainment titles: E.W., Movieline, Rolling Stone, and US

-Deleted George

- Dual title
 - 45% male
- Low indices (per MRI prototype)
 - FS25-44 Index of 92 vs. 158 average
 - Virginia Slims/Competitors Index of 98 vs. 157 average

1999 Media Plan Development - Print

-Also deleted Mirabella

- Higher than average CPM
- Heavy duplication within category

-Presence in "edgy" YAFS titles also eliminated in 1999

- Eliminated "edgy" alternative titles used in 1998 plan: Detour, Interview, and Paper

-Very high CPMS, often 4x - 5x that of total magazines average (FS25-44 CPM:
Interview - \$524, average - \$102)

-A number of publications from Virginia Slims 1998 schedule ceased publishing

- Buzz
- Cable Guide
- Country America
- Live!

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1999 Media Plan Development – Print

Positioning

In order to leverage common equities between Virginia Slims and that of core print titles, we looked to identify two “ideal” adjacencies or positions

- Readers will come to expect to see Virginia Slims in a certain section of a magazine
 - Reinforces association with each magazine
 - Editorial will complement the Virginia Slims brand image

In many magazines attempt to secure a variety of synergistic/high profile positions/adjacencies

- Will continue to work with other titles to guarantee positioning requests

Core Print Title Positioning		
Title	First Requested Position	Second Requested Position
Allure	Horoscope	Reporter
Cosmopolitan	Bedside Astrologer	His Point of View
Elle	Horoscope	First
Glamour*	Glamour List	Women Right Now
Harper's Bazaar	In Her Closet	The Buy
In Style	The Look	Steal this Look
Jane	Blind Date	Dear Man
Mademoiselle	Horoscope	Q&A Men
Marie Claire	Horoscope	Star Watch
Vogue	Horoscope	Talking Fashion

*Currently undergoing editorial changes. Positions subject to change.

1999 Media Plan Development – Magazines

Communication Goals

Recommend 12 months National Magazine presence

- Two months heavy-up to support special initiatives
-FS 25-44 75 reach/3.4 frequency in March and June on-sale months
- Ten months sustaining effort
-FS 25-44 65 reach/3.2 frequency
- Planned page units only

1998 Print Plan Recommendation vs. Year Ago			
Communication Goals	Recommended 1999 Plan*	1998**	+/-
Reach/Frequency	FS25-44	FS25-44	
Heavy- up Months	75%/3.4	76%/3.8	
Sustaining Months	65%/3.2	64%/3.1	
# Of Months			
Heavy-up	2	3	-1
Sustaining	10	9	+1
Page/Spread Ratio	100/0	100/0	No spreads planned
Total Print	\$12.6MM	\$14.0MM	-\$1.4MM

*Does not include FL/MS/TX or Tier 4 Print

**As of August 1998 budget report

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1999 Strategic Initiatives

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1999 Media Plan Development - Print

Impact Units/Ideas

The 1999 plan includes \$1.25MM in funds set aside to strategically take advantage of special impact units in core Print titles

-Objectives

- Breakthrough clutter
- Provide unique and impactful brand contact
- Provide involving piece with staying power
- Provide value to the consumer

-Categories

- Added value piece with name generation & consumer feedback devices
- Regular page ads/gatefold ads that tie into a "special" magazine issue
i.e. People's 50 Most Beautiful People issue

-Timing

- One value added piece – TBD
- Several "special" ads – TBD

-Success Criteria

- Measure pre and post impact, (consulting research group)

Impact Units/Ideas Budget:	\$1.25MM
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1999 Media Plan Development – Print

Geo-Demo Focused ROP Inserts

Have included 2-3 geo/demo focused inserts in 1999 Print efforts

-Objectives

- Deliver equity
- Drive Slims/Competitive smokers into retail
- Deliver coupons
- Provide name generation mechanism

-Timing

- May and November (3rd TBD)

-Markets

- Non-retail markets in May and November
- May expand market list in November

-Efficiencies

- First insert to be sweepstakes direct mail piece

-Success criteria

- Response rates to name gen and coupon redemption
- Use direct mail/FSIs as a benchmark

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Geo/Demo Focused ROP Inserts:	\$215M
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1999 Media Plan Development - Print

FSIs

The 1999 Media Plan allows for three FSIs

- One spread unit/Two page units
- Tentatively scheduled for:
 - January 31– spread
 - July 18– page
 - August 8 – page

FSI Budget:	\$1.51MM
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*Rates based on \$8.20 gross CPM, 43.8MM circulation and 1998 production charges +5%

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1999 Media Plan Development - Print

Regional Media

Incorporated the use of Regional Print to supplement markets with limited media options or "opportunity" markets

- Geography includes:
 - Florida, Mississippi, and Texas
 - Tier Four markets
- Titles include regional editions of TV Guide, USA Weekend, and Parade

Geography	TV Guide	Sunday Supplements	Budget \$M
Florida, Mississippi, and Texas	5X	5X	\$730
Tier Four	4X	4X	\$377

Total Regional Media Budget:	\$1.1MM
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1999 Media Plan Development - Print

Dueling Divas

Utilize mix of General ROP, Alternative ROP, and City books as appropriate

- Includes 10 markets
 - Spring: Atlanta, New Orleans, Detroit, St. Louis, and Los Angeles
 - Fall: Chicago, Baltimore, Dallas, Houston, and Richmond*
- Potential to explore insert for Alternative ROP
 - Break through competitive clutter

Dueling Divas Budget:	\$650M
------------------------------	---------------

*Miami may replace Richmond, pending final market list

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Vsppmpr2

1999 Print Recommendation – Summary

1999 Recommended Print Summary

Recommended Elements	Description	(\$MM)
National Magazines	12 month effort -2 heavy-up months <ul style="list-style-type: none">• 75% average reach -10 sustaining months <ul style="list-style-type: none">• 65% average reach	\$12.6
Impact Unit Fund	TBD	\$ 1.3
Regional Print -FL,MS, and TX -Tier 4	Combination of: <u>Parade</u> <u>USA Weekend</u> <u>TV Guide</u>	\$ 1.1
Geo-demo Focused Inserts	Tiers 1-4 (Markets TBD) <ul style="list-style-type: none">• Frequency based on unit size	\$ 0.2
FSIs	One National Spread <ul style="list-style-type: none">• January 31 Two National pages <ul style="list-style-type: none">• July 18• August 8	\$ 1.5
Dueling Divas	Plan Specifics TBD	\$ 0.6
African-American Print	Assigned to Advertising Experti	\$ 1.9
Hispanic Print	Combination of Magazines and Supplements	\$ 0.7
Total Print		\$19.9

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OOH Plan Development

1999 Media Plan Development – OOH

OOH Plan Assumptions

- Consider level of competitive activity in market
- Determine “right” level of OOH on a market by market basis
- Identify any new OOH vehicles that make sense for Virginia Slims

OOP Markets

- Identify opportunities to “own” a specific OOH format to maximize presence
 - Based on market dynamics and OMS recommendation
- Determine use of sub-markets based on competitive activity

Corporate Pool Markets

- Supplemental OOP activity not purchased where levels are short of goal
 - Based on OMS recommendation, believe CP Units are sufficient

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Vsppmpr2

1999 Media Plan Development – OOH

1999 recommended OOH Virginia Slims markets divided into four Tiers

- Tier One
 - Metro markets with an SDI = or > 115
 - Total of nine markets
 - Represents 17.9% of total volume
- Tier Two
 - Non-metro markets with an SDI > or = 120
 - Total of six markets
 - Represents 9.7% of total volume
- Tier Three
 - Metro markets with an SDI > 120
 - Represents 4.8% of total volume
 - Cost-efficiency concerns
- Tier Four
 - Opportunity markets
 - Do not receive OOH support

1999 Virginia Slims Market Tier Structure

Tier One			Tier Two			Tier Three			Tier Four		
Market	SDI	Ttl. Vol.	Tier Two	SDI	Ttl. Vol.	Tier Three	SDI	Ttl. Vol.	Tier Four	SDI	Ttl. Vol.
Chicago	180	4.78%	Lake Charles	175	0.69%	New York	122	4.79%	Denver	87	1.46%
New Orleans	176	1.98%	Birmingham	147	1.94%				Louisville	75	1.11%
Detroit	173	2.43%	Memphis	136	1.63%				Toledo	73	1.11%
Atlanta	154	3.29%	Savannah	129	1.11%				Cincinnati	73	1.34%
Washington D.C.	133	2.26%	Little Rock	127	1.44%				Harrisburg	72	1.44%
Los Angeles	116	3.15%	Richmond	124	2.88%						
Total Volume		17.9%			9.7%			4.8%			6.5%

1999 Media Plan Development – OOH

Vehicle Selection

OOH vehicle mix to include one or more of the following:

- Bulletins
 - Concentrated on expressways/major thoroughfares
 - Impactful size supports big brand image
- 30 – Sheets
 - Provide broad coverage
- Transit (Bus Kings/Bus Shelters)
 - Buys can be customized to address specific audience goals
 - Ideal for reaching metro/urban geographies

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Vspmp2

1999 Media Plan Development – OOH

Vehicle Selection

Recommend vehicle mix by market is as follows:

Market	Tier	# of Months	Recommended Mix
Chicago	1	6	Corporate Pool
New Orleans	1	6	Bulletins/30-sheets
Detroit	1	6	Bulletins/30-sheets
Atlanta	1	6	Corporate Pool
Washington D.C.	1	6	Corporate Pool
Los Angeles	1	6	Corporate Pool
Lake Charles	2	6	30-sheets
Birmingham	2	6	30-sheets
Memphis	2	6	Bulletins/30-sheets
Savannah	2	6	Bulletins/30-sheets
Little Rock	2	6	Bulletins/30-sheets
Richmond	2	6	Corporate Pool; OOP: bulletins/30-sheets
New York	3	6	Taxi-tops - select NJ, NY, and CT OOH

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Vsppmpr2

1999 Media Plan Development - OOH

Recommended option totals \$5.7MM

- Decrease of -\$2.8MM vs. 1998

Achieve leadership showing levels in most important Tier I markets

- Six months coverage across Tiers 1,3 and 4

OOH Detail	1999	1998*	Difference vs. 1998
Showing Levels	Tier I - #75/#75 ----- Tier 3 - #50/#0 Tier 4 - #23/#50	Tier 1A #50/150 Tier 1B #75/50 Tier IIA #50/#50 Tier IIB #75/#0	
Vehicle Mix	Tier I - #25 bulletins ----- Tier 2 - #25 bulletins #50/#25 30-sheets Tier 3 - Tailored NY OOP mix	Tier 1A #25 bulletins #25 30-sheets Tier 1B ##25 bulletins #50/#50 30-sheets Tier IIA #25 bulletins #25 30-sheets Tier IIB #25 bulletins #50 30-sheets	Achieve #75 showing in Tier I lead/sub-markets No Tier 2 OMS recommendations of #50 of 30-sheets in selected markets Specific OOP Mix designed for New York
% Total U.S.	17%	31%*	-14%*
% Total Virginia Slims Volume	32%	50%*	-18%*
Total Markets	13	21*	-8*
# of months	Tier I - 6 ----- Tier 2 - 6 Tier 3 - 6	Tier 1A - 7 Tier 1B - 6 Tier IIA - 5 Tier IIB - 5	-1 -6 +1 +1
Total OOH	\$5.7MM	\$8.5MM	-\$2.8MM

*1998 is based on August budget report

*Includes 5 markets eliminated during 1998 due to legal restrictions (Houston; Dallas; Jacksonville; Pensacola; and Jackson, MS) representing 9.8% of Slims volume and 5.2% total U.S.

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**1999 Media Plan
Recommendation**

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Virginia Slims 1999 Recommendation – Summary

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Vsppmpr2

1999 Plan Recommendation – Leadership Advertising

The 1999 media plan is designed to provide “leadership advertising” opportunities through a variety of innovative strategies/approaches

OOH

- Addresses competitive presence to determine optimal showing levels
 - Evaluates cost/benefit ratio
 - Identifies alternative approach if costs outweigh benefit
- Provides unique approach to OOH in New York and reduces out-of-pocket cost

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1999 Plan Recommendation – Leadership Advertising

Print

- Introduces special high impact units/ideas to general market Print efforts
 - Delivers message through high-profile units
 - Designed to work synergistically with relevant editorial
 - Further leverages specific components of brand equity
 - Provides unique opportunities for name generation
- Aggressively pursuing “ownership” of high-profile sections within core titles
 - Establishes consistent dialogue with consumer
 - Creates enhanced “leadership” perception
- Leverages geo/demo focused capabilities to further address best business prospects
 - Provides opportunity to “break-through” clutter with inserts in unexpected Print vehicles, such as ROP
 - Focused distribution creates new “direct-like” opportunities
 - Can custom-tailor message by geography
 - Maintenance vs. “Opportunity” markets
- Strategically incorporates various forms of Regional Print to supplement markets with limited media options and opportunity
- Provides frequency against Tier Four to reinforce message and promote inswitching
- Attempts to fully integrate various components of the marketing mix
 - Acknowledges potential synergies between insert program/direct-marketing
 - Leverages “local” focus of ROP inserts with retail

1999 Plan Recommendation - Summary

Recommended 1999 Virginia Slims media plan set at \$25.6MM

- 78% Print/22%OOH

1999 Recommended Plan vs. 1998					
	1999		1998		Difference
	\$MM	%	\$MM	%	+/-
Print					
Mainline Titles	\$12.60	49%	\$13.40	49%	-\$0.8
Alternative Titles	---	---	\$ 0.60	2%	-\$0.6
Regional Print Heavy-Up	\$ 1.10	4%	\$ 0.40	1%	+\$0.7
Geo-targeted Inserts	\$ 0.20	1%	---	---	+\$0.2
Impact Unit Fund	\$ 1.30	5%	---	---	+\$1.3
African American	\$ 1.90	7%	\$ 1.90	7%	---
Hispanic	\$ 0.70	3%	\$ 0.70	3%	---
Total Magazines	\$17.80	69%	\$17.00	62%	+\$0.8
Regional FL/MS FSI's	---	---	\$ 0.02	0%	-\$0.02
National FSI's	\$ 1.50	6%	\$ 0.90	4%	+\$0.6
Music	\$ 0.60	3%	\$ 0.80	3%	-\$0.2
Legends	---	---	\$ 0.10	0%	-\$0.1
Total Print	\$19.90	78%	\$18.80	69%	+\$1.1
OOH					
Tier 1	\$ 4.10	16%	\$ 6.40	23%	-\$2.3
Tier 2	\$ 0.50	---	\$ 2.10	8%	-\$1.6
Tier 3	\$ 1.10	2%	---	---	+\$1.1
Tier 4	---	4%	---	---	---
Total Outdoor	\$ 5.70	22%	\$ 8.50	31%	-\$2.8
Grand Total	\$25.60	100%	\$27.30	100%	-\$1.7

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Vspmpmr2

1999 VIRGINIA SLIMS SCHEMATIC - Revised Option #3 (C)

(BY ON-SALE DATE)

	# Months/Units	PROJ. Cost (MM)	%	January	February	March	April	PROMO May	June	July	August	PROMO September	October	PROMO November	December
PRINT															
Mainline Magazines	12	\$ 12,840	49%												
Impact Units	TBD	\$ 1,260	5%												
Regional Supplements FL/MS/TX	5	\$ 605	2%												
Regional Supplements Tier 4	4	\$ 350	1%												
TV Guide FL/MS/TX	5	\$ 125	0%												
TV Guide Tier 4	4	\$ 27	0%												
Newspaper Inserts (Tiers 1-4)	TBD	\$ 216	1%												
African American Print	TBD	\$ 1,900	7%												
Hispanic Print	11	\$ 880	3%												
Dueling Divas Music	TBD	\$ 650	3%												
National FSI's (1-sp, 2-pgs)	3	\$ 1,507	6%												
TOTAL PRINT		\$ 19,928	78%												
OOH															
Tier 1 (Metro Markets SDI 115+) (18% vol./ 12% U.S.)	6	\$ 3,951	15%												
Tier 2 (SDI 120+ Non-Metro) (10% vol./ 2% U.S.)	6	\$ 472	2%												
Tier 3 (New York) (5% vol./ 3% U.S.)	6	\$ 1,128	4%												
33% Total vol./17% Total U.S.		\$ 5,551	22%												
Direct Spending/Maintenance		\$ 135	1%												
TOTAL OUT OF HOME		\$ 5,686	22%												
TOTAL BUDGET		\$ 25,614	100%												

AVERAGE MONTHLY R/E
FS25-44
Base Plan
Tier 4
FL/MS/TX

OOH

Tier 1
Tier 2
Tier 3

R/E	R/E	R/E	R/E	R/E	R/E	R/E	R/E	R/E	R/E	R/E	R/E	R/E	R/E	R/E
65/3.0	65/3.0	75/3.0	65/3.0	65/3.0	65/3.0	65/3.0	65/3.0	65/3.0	65/3.0	65/3.0	65/3.0	75/3.0	65/3.0	65/3.0
65	65	87	85	85	83	83	83	83	83	83	83	87	87	65
65	85	87	65	83	83	83	65	83	83	65	65	87	87	65
		#75/#75	#75/#75	#75/#75						#75/#75	#75/#75		#75/#75	
		#50/#0	#50/#0	#50/#0						#50/#0	#50/#0		#50/#0	
		#23/#50	#23/#50	#23/#50						#23/#50	#23/#50		#23/#50	

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11/5/98 2:44 PM

Next Steps

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Next Steps

Next Steps

- Confirm Corporate Pool allocation
- Gain approval for 1999 recommendation
 - Execute Print/OOH elements
- Provide Impact Unit/Insert recommendation
 - Upon creative approval
- First magazine space close is 10/30 (First for Women 1/25 issue)
- January 31 FSI space has been reserved, materials close date is 12/4

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Vsppmpr2

Appendix

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Appendix

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Vsppmpr2

Appendix

Virginia Slims OOH Market List Comparison 1999 vs. 1998

1999					1998					
Tier	Market	SDI	% Vol.	% Pop.	Tier	Market	SDI	% Vol.	% Pop.	
Tier 1	Chicago	180	4.8	3.3	Tier 1A	Atlanta	158	3.3	1.4	
	New Orleans	176	2.0	1.0		Birmingham	145	1.9	0.7	
	Detroit	173	2.4	1.9		Chicago	176	4.9	3.3	
	Atlanta	154	3.3	1.4		Dallas	144	2.8	1.8	
	Washington D.C.	133	2.3	1.8		Detroit	179	2.5	1.9	
	Los Angeles	116	3.2	3.7		Hawaii	131	0.7	0.2	
Total Tier 1		17.9		13.1		Total Tier 1A		28.2		20.7
Tier 2	Lake Charles	175	0.7	0.2		1B	Lake Charles	172	0.7	0.2
	Birmingham	147	1.9	0.7			Memphis	134	1.7	0.5
	Memphis	136	1.6	0.5	New Orleans		166	1.8	1.0	
	Savannah	129	1.1	0.5	Richmond		123	2.7	0.4	
	Little Rock	127	1.4	0.4	Savannah		130	1.1	0.5	
	Richmond	124	2.9	0.5	Total Tier 1B		8.0		2.6	
Total Tier 2		9.7		2.8	Total Tier 1		36.2		23.3	
					2A	Charlotte	100	2.3	1.1	
						Columbia	114	1.8	0.5	
						Los Angeles	116	3.6	3.7	
						Philadelphia	114	3.1	2.0	
					Total Tier 2A		10.8		7.3	
Tier 3	New York	122	4.8	7.4	2B	Raleigh-Durham	95	1.5	0.4	
Total Tier 3		4.8		7.4		Nashville	111	1.5	0.4	
					Total Tier 2B		3.0		0.8	
					Total Tier 2		13.8		8.1	
Grand Total		32.4		23.3	Grand Total		50.0		31.4	

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Appendix

1999 PROTOTYPE DETAIL								
Title	1999 P4CB Cost	Circ. (M)	RPC	Title Prototyped Against	FS25-44 Comp.	FS25-44 (000)	FS25-44 Index	FS25-44 CPM
Beauty Handbook	\$12,294	1100	2.9	Mademoiselle	14%	447	214	\$27.53
House & Garden	\$39,892	650	4.2	House Beautiful	11%	300	175	\$132.84
InStyle	\$39,013	1100	5.0	People	9%	517	143	\$75.46
Interview	\$14,192	156	3.1	Rolling Stone	6%	27	85	\$524.03
Jane	\$23,277	700	3.3	Allure	12%	277	183	\$83.97
Marie Claire	\$38,198	702	4.5	Glamour	14%	442	216	\$86.37
Mode	\$19,407	400	2.7	First for Women	19%	201	284	\$96.61
More (Jan-June)	\$17,500	400	3.0	LHJ	11%	132	169	\$132.58
More (July-Dec)	\$21,900	500	3.0	LHJ	11%	165	169	\$132.73
Movieline	\$11,498	270	3.2	US	14%	124	219	\$93.06
Soap Opera Magazine	\$3,045	300	4.8	Soap Opera Digest	14%	202	214	\$15.11
Soap Opera News	\$2,100	200	6.0	Soap Opera Digest	14%	168	214	\$12.50
Soap Opera Update	\$2,600	254	4.8	Soap Opera Digest	14%	171	214	\$15.23
Swing	\$4,815	105	2.3	GQ	4%	11	67	\$437.71
W	\$41,991	416	2.9	Glamour	14%	169	216	\$248.62

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STARCOM MEDIA SERVICES
A Division of Leo Burnett Companies Inc.

1999 VIRGINIA SLIM MAGAZINE ANALYSIS

TITLE	1999 P4CB + 8% Franchise Buffer	CIRC. (000)	% MALE	% FEMALE	MEDIAN AGE	% SMOKER	FS25-44 (000)	%COMP FS25-44	FS25-44 CPM \$102	INDEX FS25-44 158	Competitors* Index 147	V. Slims/ Competitors* Index 157	V. Slims/ Competitors* VS. Competitors* Index 110
BEAUTY HANDBOOK +	\$13,278	1,100	95%	5%	26	29%	447	14%	\$28	284	193	196	102
COSMOPOLITAN	\$55,291	2,702	16%	86%	32	27%	2,133	14%	\$24	210	196	225	116
ELLE	\$38,681	948	13%	87%	30	24%	465	11%	\$79	172	160	195	122
FIRST FOR WOMEN	\$13,176	1,408	3%	97%	39	29%	677	19%	\$18	284	193	196	102
GLAMOUR	\$87,697	2,116	8%	92%	31	24%	1,719	14%	\$47	216	178	204	116
HARPER'S BAZAAR	\$28,462	732	14%	86%	38	24%	416	14%	\$63	210	216	241	112
JANE +	\$25,139	700	9%	91%	26	38%	277	12%	\$84	183	166**	220	133
MADEMOISELLE	\$67,629	1,170	7%	93%	29	31%	773	14%	\$69	214	197	213	108
MODE +	\$20,960	600	3%	97%	32	21%	267	19%	\$76	284	193	196	102
SELF	\$61,207	1,103	7%	93%	32	26%	676	16%	\$84	237	171	195	114
VOGUE	\$68,175	1,126	11%	89%	32	28%	951	11%	\$66	168	188	213	118
ALLURE	\$49,378	811	9%	91%	27	21%	291	12%	\$167	183	166**	220	133
BRIDAL GUIDE	\$20,816	232	13%	87%	27	38%	255	9%	\$76	134	205**	208**	100
BRIDE'S	\$41,983	406	10%	90%	28	28%	449	10%	\$87	147	233	222	96
FAMILY CIRCLE	\$66,867	5,107	10%	90%	47	28%	2,488	11%	\$25	167	169	168	99
IN STYLE +	\$42,134	1,100	89%	11%	33	25%	617	9%	\$75	143	178	204	116
MARIE CLAIRE	\$41,254	725	8%	92%	31	23%	442	14%	\$86	216	178	204	116
MCGALL'S	\$46,122	4,216	8%	92%	46	30%	1,809	12%	\$24	180	159	173	109
MODERN BRIDE	\$16,040	371	13%	87%	27	37%	305	8%	\$49	122	175**	179	102
NATIONAL ENQUIRER	\$21,660	2,325	34%	66%	39	44%	1,685	11%	\$12	171	191	184	96
REDBOOK	\$37,828	2,889	8%	92%	43	32%	1,584	13%	\$22	204	186	197	106
SOAP OPERA DIGEST	\$20,647	1,107	12%	88%	34	38%	1,091	14%	\$17	214	280	249	89
SOAP OPERA MAGAZINE +	\$3,289	300	12%	88%	34	37%	202	14%	\$15	214	280	249	89
SOAP OPERA NEWS +	\$2,268	200	12%	88%	34	34%	168	14%	\$13	214	280	249	89
SOAP OPERA UPDATE +	\$2,808	254	12%	88%	34	43%	171	14%	\$15	214	280	249	89
SOAP OPERA WEEKLY	\$7,977	460	12%	88%	37	47%	745	14%	\$10	211	283	242	86
STAR	\$14,651	1,948	29%	71%	39	45%	953	12%	\$14	183	221	224	101
TRUE STORY	\$9,151	800	13%	87%	39	38%	831	23%	\$10	352	416	379	91
W +	\$45,350	416	6%	94%	38	26%	169	14%	\$249	216	178	204	116
WOMAN'S DAY (1/6-9/1)	\$46,686	4,050	7%	93%	46	30%	2,674	13%	\$16	193	178	179	101
WOMAN'S DAY (9/16-1/5)	\$50,145	4,350	7%	93%	46	30%	2,674	13%	\$17	193	178	179	101
WOMAN'S WORLD	\$14,180	1,506	8%	92%	43	32%	1,060	14%	\$12	217	188	195	104
WORKING MOTHER	\$26,994	835	10%	90%	36	28%	554	20%	\$45	306	221	223	101
WORKING WOMAN	\$22,678	643	7%	93%	39	28%	467	14%	\$45	211	235	261	107
MIRABELLA	\$27,594	663	10%	90%	34	32%	240	13%	\$108	201	141**	201**	143
MORE (Jan-June) +	\$18,900	400	6%	94%	60	23%	185	11%	\$95	169	136	162	112
MORE (Jul-Dec) +	\$23,552	500	6%	94%	60	23%	231	11%	\$95	169	136	162	112
COUNTRY HOME	\$41,256	1,088	23%	77%	43	30%	981	12%	\$39	178	126	129	103
HOUSE BEAUTIFUL	\$42,284	878	11%	89%	45	25%	808	11%	\$48	176	113	141	126
LADIES HOME JOURNAL	\$56,659	4,590	7%	93%	48	23%	1,734	11%	\$30	169	136	162	112
MOVIELINE +	\$12,418	270	46%	54%	33	31%	121	14%	\$95	219	119**	134	113
US	\$28,501	1,100	37%	63%	34	38%	608	14%	\$43	219	119**	134	113
VANITY FAIR	\$72,432	1,096	20%	80%	38	24%	439	10%	\$153	156	141**	170	121

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- * Competitive set consists of Capri, Doral, Misty, Newport Salem.
 ** Unstable, low respondent count.
 + Magazine not measured by MRI. See Appendix for prototype detail.

Source: 1998 MRI Doublebase

1999 VIRGINIA SLIM MAGAZINE ANALYSIS

TITLE	1999 P4CB + 8% Franchise Buffer	CIRC. (000)	% MALE	% FEMALE	MEDIAN AGE	% SMOKER	FS25-44 (000)	%COMP FS25-44	FS25-44 CPM \$102	INDEX FS25-44 158	Competitors* Index 147	V. Slims/ Competitors* Index 157	V. Slims/ Competitors* VS. Index 110
A.F. BUDGET TRAVEL	\$10,725	350	52%	48%	41	25%	113	6%	\$95	90	91	89	
BETTER HOMES & GARDENS	\$84,441	7,695	23%	77%	45	27%	3,428	10%	\$23	150	116	121	104
COUNTRY GARDENS	\$11,340	325	15%	85%	43	22%	175	10%	\$60	163	103	125	121
ENTERTAINMENT WEEKLY	\$52,937	1,400	46%	54%	33	30%	704	8%	\$70	129	145	149	103
HOME	\$28,922	1,048	26%	74%	40	23%	393	9%	\$68	137	94**	104	111
HOUSE & GARDEN +	\$43,083	650	11%	89%	45	26%	300	11%	\$133	175	113	141	125
LIFE	\$55,759	1,559	44%	56%	41	30%	1,303	8%	\$40	127	115	114	99
METROPOLITAN HOME	\$28,902	613	25%	75%	42	22%	254	12%	\$105	177	126**	149**	118
NEW YORK	\$38,011	438	43%	57%	46	28%	52	6%	\$677	72	88**	87**	99
NEWSWEEK	\$104,830	3,177	55%	45%	43	24%	1,075	5%	\$90	79	69	68	99
PARADE	\$279,064	37,019	48%	53%	44	25%	4,781	6%	\$54	89	88	92	105
PEOPLE	\$102,690	3,608	34%	66%	40	25%	3,460	9%	\$27	143	119	136	114
ROLLING STONE	\$54,143	1,250	63%	37%	28	37%	487	6%	\$103	85	81	93	116
SOUTHERN LIVING	\$69,730	2,600	23%	77%	48	23%	1,061	9%	\$81	131	133	149	112
TIME	\$118,529	4,156	53%	47%	43	24%	1,362	6%	\$81	88	80	82	103
TV GUIDE	\$98,531	13,103	46%	54%	40	35%	3,341	9%	\$27	132	138	128	93
USA WEEKEND (Jan-June)	\$139,601	21,600	47%	53%	45	25%	2,544	6%	\$49	97	108	112	104
USA WEEKEND (Jul-Dec)	\$142,085	22,000	47%	53%	45	25%	2,544	6%	\$50	97	108	112	104
AMERICAN HOMESTYLE	\$35,754	1,067	21%	79%	43	29%	307	10%	\$108	130	108	120	111
BON APPETIT	\$55,761	1,100	24%	76%	44	23%	440	9%	\$117	131	75**	112	149
CONDE NAST TRAVELER	\$54,734	785	45%	55%	46	18%	77	3%	\$658	47	67**	66**	99
ELLE DÉCOR	\$14,144	425	21%	79%	43	21%	265	10%	\$49	162	49**	105	214
FOOD & WINE	\$38,852	840	38%	62%	42	23%	315	8%	\$117	118	93**	101	109
GEORGE	\$15,138	425	45%	55%	37	27%	135	6%	\$104	92	88	98	111
GOURMET	\$51,168	881	27%	73%	45	20%	331	8%	\$143	115	71**	86**	121
INTERVIEW +	\$15,327	156	58%	42%	29	36%	27	6%	\$524	85	81	93	115
PREMIERE	\$28,946	602	52%	48%	30	32%	120	6%	\$223	99	90**	97**	108
SWING +	\$5,200	105	47%	53%	27	47%	11	4%	\$458	67	67**	58**	87
TODAY'S HOMEOWNER	\$23,684	950	68%	32%	47	32%	209	6%	\$105	84	64	67	105
TRAVEL & LEISURE	\$70,794	1,009	44%	56%	45	19%	217	5%	\$302	79	63**	67**	106
MONEY	\$84,458	1,935	62%	38%	43	26%	473	6%	\$165	68	60**	60	100
SPIN	\$24,935	521	67%	33%	24	31%	121	4%	\$191	68	75**	100**	133
TRADITIONAL HOME	\$26,770	775	20%	80%	43	22%	240	9%	\$103	138	72**	81**	113
US NEWS & WORLD REPORT	\$85,224	2,224	58%	42%	46	21%	411	4%	\$192	55	54	57	105

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* Competitive set consists of Capri, Doral, Misty, Newport Salem.

** Unstable, low respondent count.

+ Magazine not measured by MRI. See Appendix for prototype detail.

Source: 1998 MRI Doublebase

Appendix

VIRGINIA SLIMS MAGAZINE PAGES 1999 VS. 1998

	Recommended 1999 Pages	Actual 1998 Pages	Difference
ALLURE	9	9	0
BEAUTY HANDBOOK	3	3	0
BETTER HOMES & GARDENS	4	5	-1
BRIDAL GUIDE	4	3	1
BRIDE'S	4	1	3
BUDGET TRAVEL	4	0	4
BUZZ	0	1	-1
CABLE GUIDE	0	2	-2
COSMOPOLITAN	12	12	0
COUNTRY AMERICA	0	4	-4
COUNTRY HOME	3	3	0
DETOUR	0	5	-5
ELLE	11	12	-1
ENTERTAINMENT WEEKLY	7	13	-6
FAMILY CIRCLE	4	5	-1
FIRST FOR WOMEN	8	8	0
GEORGE	0	4	-4
GLAMOUR	12	11	1
HARPER'S BAZAAR	11	7	4
HOME	4	4	0
IN STYLE	11	9	2
INTERVIEW	0	6	-6
JANE	10	5	5
LADIES HOME JOURNAL	4	6	-2
LIFE	4	8	-4
LIVE!	0	3	-3
MADEMOISELLE	11	12	-1
MARIE CLAIRE	10	12	-2
MCCALL'S	4	4	0
MIRABELLA	0	5	-5
MODE	7	4	3
MODERN BRIDE	4	4	0
MORE	4	1	3
MOVIELINE	5	7	-2
NATIONAL ENQUIRER	6	6	0
NEW YORK	4	4	0
PAPER	0	6	-6
PEOPLE	8	10	-2
PREMIERE	0	7	-7
REDBOOK	7	5	2
ROLLING STONE	4	10	-6
SELF	8	9	-1
SOAP OPERA DIGEST	7	9	-2
SOAP OPERA MAGAZINE	7	12	-5
SOAP OPERA NEWS	3	3	0
SOAP OPERA WEEKLY	7	9	-2
STAR	7	7	0
TIME	4	4	0
TRUE STORY	6	6	0
TV GUIDE	4	4	0
US	8	11	-3
VANITY FAIR	4	5	-1
VOGUE	11	11	0
W	3	2	1
WOMAN'S DAY	4	6	-2
WOMAN'S WORLD	4	5	-1
WORKING MOTHER	4	6	-2
WORKING WOMAN	4	4	0
TOTALS	298	359	-61

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1999 VIRGINIA SLIMS MAGAZINE ANALYSIS

TITLE	FS25-44 CPM \$102	INDEX FS25-44 158	Competitors Index 147	V. Slims/ Competitors Index 167	BEAUTY/ FASHION EDIT	BRAND RELEVANCE	TOTAL MARKS
BEAUTY HANDBOOK +	1	1	1	1	1	1	6
COSMOPOLITAN	1	1	1	1	1	1	6
ELLE	1	1	1	1	1	1	6
FIRST FOR WOMEN	1	1	1	1	1	1	6
GLAMOUR	1	1	1	1	1	1	6
HARPER'S BAZAAR	1	1	1	1	1	1	6
JANE +	1	1	1	1	1	1	6
MADEMOISELLE	1	1	1	1	1	1	6
MODE +	1	1	1	1	1	1	6
SELF	1	1	1	1	1	1	6
VOGUE	1	1	1	1	1	1	6
ALLURE	1	1	1	1	1	1	6
BRIDAL GUIDE	1		1	1	1	1	6
BRIDE'S	1		1	1	1	1	6
FAMILY CIRCLE	1	1	1	1		1	5
IN STYLE +	1		1	1	1	1	5
MARIE CLAIRE	1	1	1		1	1	5
McCALL'S	1	1	1	1		1	5
MODERN BRIDE	1		1	1	1	1	5
NATIONAL ENQUIRER	1	1	1	1		1	5
REDBOOK	1	1	1	1		1	5
SOAP OPERA DIGEST	1	1	1	1		1	5
SOAP OPERA MAGAZINE +	1	1	1	1		1	5
SOAP OPERA NEWS +	1	1	1	1		1	5
SOAP OPERA UPDATE +	1	1	1	1		1	5
SOAP OPERA WEEKLY	1	1	1	1		1	5
STAR	1	1	1	1		1	5
TRUE STORY	1	1	1	1		1	5
W +		1	1	1	1	1	5
WOMAN'S DAY (1/6-9/1)	1	1	1	1		1	5
WOMAN'S DAY (9/15-1/5)	1	1	1	1		1	5
WOMAN'S WORLD	1	1	1	1		1	5
WORKING MOTHER	1	1	1	1		1	5
WORKING WOMAN	1	1	1	1		1	5
MIRABELLA		1		1	1	1	4
MORE (Jan-June) +	1	1			1	1	4
MORE (Jul-Dec) +	1	1			1	1	4
COUNTRY HOME	1	1				1	3
HOUSE BEAUTIFUL	1	1				1	3
LADIES HOME JOURNAL	1	1				1	3
MOVELINE +	1	1				1	3
US	1	1				1	3
VANITY FAIR				1	1	1	3

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- * Competitive set consists of Capri, Doral, Misty, Newport Salem.
 ** Unstable, low respondent count.
 + Magazine not measured by MRI. See Appendix for prototype detail.

Source: 1998 MRI Doublebase

1999 VIRGINIA SLIMS MAGAZINE ANALYSIS

TITLE	FS25-44 CPM \$102	INDEX FS25-44 158	Competitors Index 147	V. Slims/ Competitors Index 157	BEAUTY/ FASHION EDIT	BRAND RELEVANCE	TOTAL MARKS
A.F. BUDGET TRAVEL	1					1	2
BETTER HOMES & GARDENS	1					1	2
COUNTRY GARDENS	1					1	2
ENTERTAINMENT WEEKLY	1					1	2
HOME	1					1	2
HOUSE & GARDEN +		1				1	2
LIFE	1					1	2
METROPOLITAN HOME		1				1	2
NEW YORK					1	1	2
NEWSWEEK	1					1	2
PARADE	1					1	2
PEOPLE	1					1	2
ROLLING STONE					1	1	2
SOUTHERN LIVING	1					1	2
TIME	1					1	2
TV GUIDE	1					1	2
USA WEEKEND (Jan-June)	1					1	2
USA WEEKEND (Jul-Dec)	1					1	2
AMERICAN HOMESTYLE						1	1
BON APPETIT						1	1
CONDE NAST TRAVELER						1	1
ELLE DÉCOR	1						1
FOOD & WINE						1	1
GEORGE						1	1
GOURMET						1	1
INTERVIEW +						1	1
PREMIERE						1	1
SWING +						1	1
TODAY'S HOMEOWNER						1	1
TRAVEL & LEISURE						1	1
MONEY							0
SPIN							0
TRADITIONAL HOME							0
US NEWS & WORLD REPORT							0

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Source: 1998 MRI Doublebase

Women's Service

Better Homes and Gardens - Provides Home Service information for people who have a serious interest in their homes.

Ladies Home Journal - For active empowered women which addresses topics including beauty and fashion, food and nutrition, health and medicine, home decorating and design, parenting and self-help, personalities and current events.

McCall's - Focuses on: fashion, beauty, health, parenting, home and food.

Woman's Day - Covers issues from health to fashion, home decorating to food, family to fitness, and relationships to entertaining

Family Circle - Written for contemporary women and provides information on a variety of today's issues ranging from financial planning to food; from health to beauty and fashion to planning the perfect family outing.

First for Women - Speaks directly to a woman about her real-life needs, concerns, and interest and provides an equal combination of service editorial (family, kids, health, food and home) with personal lifestyle and general interest topics (personal health, fitness, nutrition, beauty, fashion and contemporary issues) for the thirty-something woman.

Women's Beauty and Fashion

Allure - Covers beauty and total image, looking at the complex role beauty plays in the culture and analyzes the trends in cosmetics, skincare, fashion, haircare, fitness, health and more.

Bridal Guide - Edited for the contemporary bride-to-be focusing on current trends in fashion, beauty, home design and honeymoon travel.

Brides - A lifestyle guide for couples planning to be married.

Cosmopolitan - Edited for young women for whom beauty, fashion, fitness, career, relationships, and personal growth are top priorities.

Elle - Reports on the latest fashion and beauty trends and serves as a shopping resource for style-conscious women.

Glamour - Edited for the contemporary American woman informing her of the trends, recommends how she can adapt them to her needs, and motivates her to take action.

Harper's Bazaar - A specialist magazine for women who love fashion and beauty and is edited for sophisticated women with exceptional taste.

In Style - A guide to the lives and lifestyles of the world's most fascinating people, offering ideas about beauty and fashion, fitness and entertaining.

Jane - Edited as a lifestyle magazine for a new generation of confident, media savvy; 18-34 year old women, covering subjects relevant to today's young adult women, from computers to cars to entertainment to fashion and beauty, fiction, food, pop cultures, politics, travel sex, Internet and more.

Mademoiselle - Edited for a woman in her twenties, offering advice on fashion, beauty, relationships, work and self-discovery.

Marie Claire - A combination of features, fashion and beauty for the independent woman.

Mirabella - A fashion and beauty magazine including smart journalistic features.

Mode - Fashion and style magazine edited for full figured women.

Modern Bride - Designed as the bride-to-be's guide to planning her 4 wedding, honeymoon, and first home or apartment.

Self - Edited for active, professional women and includes information on beauty, health, fitness, psychology, food, fashion, culture, career, politics and the environment.

Vanity Fair - Presents the issues, events, and people that define the times and features art, entertainment, politics, business, and the media.

Vogue - Edited to mirror the changing roles and concerns of women, covering not only evolutions in fashion, beauty and style, but the important issues and ideas of the arts healthcare politics, and world affairs.

W - Edited for the affluent, educated woman, and includes a blend of the best in fashion, lifestyle, beauty, travel, and social commentary.

Entertainment

Entertainment Weekly - Provides both a critical guide to popular culture and an informative inside look at the people, motives and ideas that shape the increasing influential world of entertainment.

Movieline - Film magazine which features a blend of provocative celebrity interviews and profiles, complemented by articles and columns on producers, directors, and stars.

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People - Focuses on compelling personalities of our time, in all fields- from the known to the unknown, the famous to the infamous, the ordinary to the extraordinary.

Rolling Stones - Edited for young adults who have a special interest in popular culture, particularly music, film and politics.

TV Guide - Looks at the shows, the stars, and covers the mediums impact on news, sports, politics, literature, the arts, science and social issues through reports, profiles, features and commentaries.

US Magazine - Covers film, video television and contemporary music providing in-depth editorial on top personalities, events and developments that are current in the world of entertainment.

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